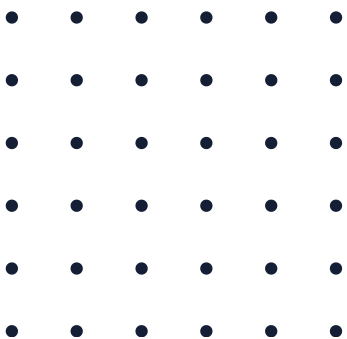


CUET

Business Studies Sample Paper



SET 1



CUET-Practice Paper - 01

**Test Your
Knowledge**

1. Not a function of management?

- a) Planning
- b) Organizing
- c) Selling
- d) Directing

2. Ultimate authority lies with the owners in which type of organization?

- a) Partnership
- b) Cooperative society
- c) Joint stock company
- d) Trust

3. Not a qualitative technique of demand forecasting?

- a) Delphi method
- b) Time series analysis
- c) Regression analysis
- d) Moving average method

4. Not a component of marketing mix?

- a) Product
- b) Price
- c) Place
- d) People

5. Not an economic objective of business?

- a) Profit maximization
- b) Wealth creation
- c) Customer satisfaction
- d) Market dominance

6. Process of converting inputs into outputs?

- a) Outsourcing
- b) Feedback
- c) Production
- d) Transformation

7. Not a factor affecting the choice of channels of distribution?

- a) Nature of the product
- b) Target market
- c) Competition
- d) Advertising budget

8. Short-term source of finance?

- a) Equity shares
- b) Debentures
- c) Retained earnings
- d) Bank overdraft

9. Not a feature of sole proprietorship?

- a) Unlimited liability
- b) One-person ownership
- c) Easy formation
- d) Legal entity separate from the owner

10. Component of human resource management?

- a) Sales forecasting
- b) Recruitment
- c) Inventory control
- d) Cost accounting

11. Shares freely transferable in which type of organization?

- a) Partnership
- b) Joint Hindu family business
- c) Cooperative society
- d) Joint stock company

12. Not an element of marketing environment?

- a) Economic environment
- b) Social environment
- c) Political environment
- d) Physical environment

13. Not a type of capital market instrument?

- a) Shares
- b) Debentures
- c) Mutual funds
- d) Treasury bills

14. Not a method of scientific management?

- a) Time and motion study
- b) Standardization of work
- c) Piece-rate system
- d) Differential piece-wage system

15. Not a source of recruitment?

- a) Internal sources
- b) External sources
- c) Employee referrals
- d) Training and development

16. Not a function of financial management?

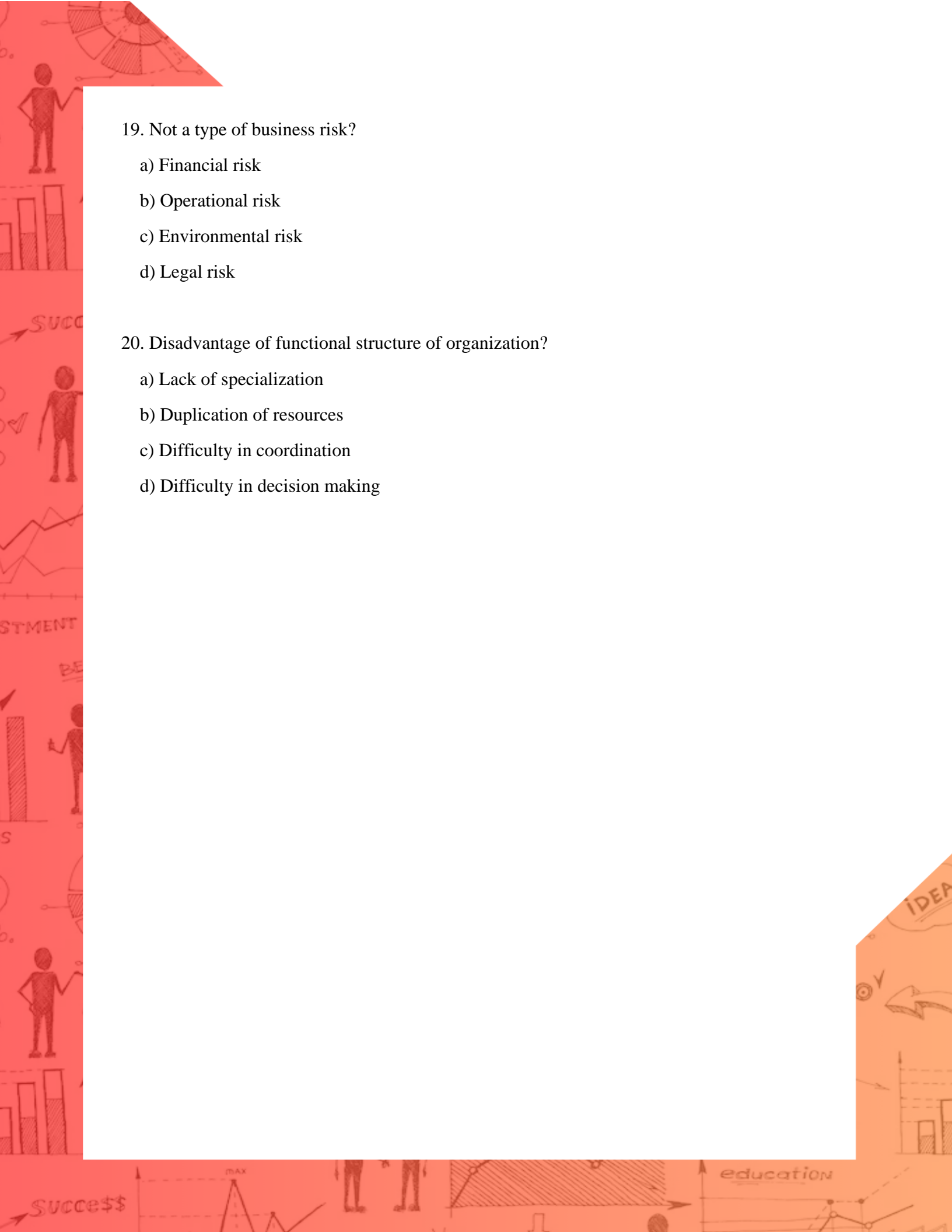
- a) Investment decision
- b) Dividend decision
- c) Human resource management
- d) Financing decision

17. Component of the business environment?

- a) Political parties
- b) Technological factors
- c) Cultural festivals
- d) Weather conditions

18. Method of non-store retailing?

- a) Supermarkets
- b) Vending machines
- c) Shopping malls
- d) Department stores



19. Not a type of business risk?

- a) Financial risk
- b) Operational risk
- c) Environmental risk
- d) Legal risk

20. Disadvantage of functional structure of organization?

- a) Lack of specialization
- b) Duplication of resources
- c) Difficulty in coordination
- d) Difficulty in decision making

CASE STUDY BASED MCQs-

XYZ Ltd. Is a manufacturing company that specializes in the production of electronic gadgets. The company has been facing stiff competition from its rivals due to technological advancements. To stay ahead in the market, XYZ Ltd. Decided to adopt a new marketing strategy.

Question 1:

Which marketing strategy should XYZ Ltd. Consider adopting to gain a competitive edge?

- a) Product development
- b) Market penetration
- c) Diversification
- d) Market development

Question 2:

XYZ Ltd. Wants to gather information about customer preferences and needs. Which research method should they utilize?

- a) Primary research
- b) Secondary research
- c) Qualitative research
- d) Quantitative research

Question 3:

To effectively implement the new marketing strategy, XYZ Ltd. Needs to reorganize its marketing department. Which organizational structure should they consider adopting?

- a) Functional structure
- b) Divisional structure
- c) Matrix structure
- d) Network structure

Question 4:

XYZ Ltd. Has identified a target market for their new product line. How should they determine the appropriate pricing strategy for this market?

- a) Conduct a cost-based pricing analysis
- b) Analyze competitors' pricing strategies
- c) Conduct a demand-based pricing analysis
- d) Implement a premium pricing strategy

Question 5:

As part of the new marketing strategy, XYZ Ltd. Plans to enhance its distribution network. Which channel of distribution should they consider using?

- A) Direct distribution
- b) Indirect distribution
- c) Intensive distribution
- d) Selective distribution

Question 6:

XYZ Ltd. Wants to ensure effective communication with its target market. Which promotional mix element should they prioritize?

- A) Advertising
- b) Personal selling
- c) Sales promotion
- d) Public relations

Question 7:

The success of XYZ Ltd.'s new marketing strategy will largely depend on the skills and capabilities of its marketing team. Which training and development program should they consider implementing?

- a) Product knowledge training
- b) Sales techniques training
- c) Customer service training
- d) Market research training

Question 8:

XYZ Ltd. Wants to measure the effectiveness of its marketing strategy. Which marketing metric should they use?

- a) Return on investment (ROI)
- b) Customer satisfaction index (CSI)
- c) Market share
- d) Customer lifetime value (CLV)

Question 9:

To ensure compliance with ethical standards and legal regulations, XYZ Ltd. Needs to formulate a code of conduct. Which ethical principle should be prioritized in the code of conduct?

- A) Fairness
- b) Honesty
- c) Integrity
- d) Transparency

Question 10:

XYZ Ltd. Wants to assess the success of its new marketing strategy in comparison to its competitors. Which tool should they use for this analysis?

- A) SWOT analysis
- b) PESTEL analysis
- c) Porter's Five Forces analysis
- d) Competitor analysis

MATCH THE FOLLOWING TYPE MCQs-

Question 1:

Match the following forms of business organization with their respective features:

A. Sole Proprietorship

B. Partnership

C. Joint Stock Company

- i. Separate legal entity
- ii. Unlimited liability
- iii. Shared control and decision-making
- iv. Transferability of ownership

Options:

a) A-ii, B-I, C-iii, D-iv

b) A-I, B-ii, C-iii, D-iv

c) A-ii, B-iii, C-I, D-iv

d) A-I, B-iii, C-ii, D-iv

Question 2:

Match the following principles of management with their respective explanations:

A. Scalar Chain

B. Unity of Command

C. Division of Work

- i. Each employee should receive instructions from only one superior.
- ii. Authority and responsibility should flow through the organization in a clear and unbroken line.
- iii. Work should be divided into specialized tasks to improve efficiency.

Options:

- a) A-iii, B-ii, C-i
- b) A-ii, B-iii, C-i
- c) A-ii, B-I, C-iii
- d) A-iii, B-I, C-ii

Question 3:

Match the following types of communication with their respective descriptions:

A. Oral Communication

B. Written Communication

C. Non-Verbal Communication

- i. Messages conveyed through gestures, body language, or facial expressions.
- ii. Communication through written words, symbols, or visuals.
- iii. Direct spoken words used to convey messages.

Options:

- a) A-iii, B-ii, C-i
- b) A-I, B-iii, C-ii
- c) A-ii, B-I, C-iii
- d) A-iii, B-I, C-ii

Question 4:

Match the following financial ratios with their respective interpretations:

A. Current Ratio

B. Debt-Equity Ratio

C. Return on Investment (ROI)

- i. Indicates the profitability of a business in relation to its total investment.
- ii. Measures the proportion of debt to equity in a company's capital structure.
- iii. Assesses a company's ability to pay its short-term obligations.

Options:

- a) A-iii, B-ii, C-i
- b) A-ii, B-iii, C-i
- c) A-iii, B-I, C-ii
- d) A-ii, B-I, C-iii

Question 5:

Match the following pricing strategies with their respective descriptions:

A. Penetration Pricing

B. Skimming Pricing

C. Psychological Pricing

- i. Setting a low initial price to gain market share quickly.
- ii. Setting a high initial price and gradually lowering it over time.
- iii. Setting prices that appeal to customers' psychological perceptions of value.

Options:

- a) A-I, B-ii, C-iii
- b) A-ii, B-I, C-iii
- c) A-I, B-iii, C-ii
- d) A-ii, B-iii, C-i

Question 6:

Match the following functions of marketing with their respective descriptions:

A. Product Planning and Development

B. Promotion

C. Distribution

- i. Decisions related to advertising, sales promotion, and public relations.
- ii. Decisions related to designing and developing new products or modifying existing products.
- iii. Decisions related to the movement and storage of goods from producers to consumers.

Options:

a) A-ii, B-I, C-iii

b) A-iii

, B-I, C-ii

c) A-ii, B-iii, C-i

d) A-I, B-iii, C-ii

Question 7:

Match the following types of financial markets with their respective descriptions:

A. Money Market

B. Capital Market

C. Foreign Exchange Market

- i. Market for short-term debt securities and highly liquid instruments.
- ii. Market for long-term debt and equity securities.
- iii. Market for buying and selling different currencies.

Options:

a) A-I, B-ii, C-iii

b) A-ii, B-I, C-iii

c) A-I, B-iii, C-ii

d) A-ii, B-iii, C-i

Question 8:

Match the following business risks with their respective descriptions:

A. Financial Risk

B. Strategic Risk

C. Operational Risk

- i. Risks associated with the company's financial structure and financial markets.
- ii. Risks arising from changes in the business environment and competitive landscape.
- iii. Risks related to the day-to-day operations of a business.

Options:

a) A-I, B-ii, C-iii

b) A-ii, B-I, C-iii

c) A-I, B-iii, C-ii

d) A-ii, B-iii, C-i

Question 9:

Match the following leadership styles with their respective descriptions:

A. Autocratic Leadership

B. Democratic Leadership

C. Laissez-faire Leadership

- i. Leader makes decisions without consulting employees.
- ii. Leader involves employees in decision-making and encourages participation.
- iii. Leader provides minimal guidance and allows employees to make decisions.

Options:

- a) A-I, B-ii, C-iii
- b) A-ii, B-I, C-iii
- c) A-I, B-iii, C-ii
- d) A-ii, B-iii, C-i

Question 10:

Match the following types of financial assistance with their respective sources:

A. Equity Capital

B. Debt Capital

C. Retained Earnings

- i. Capital raised by issuing shares to shareholders.
- ii. Funds obtained by borrowing from lenders.
- iii. Profits reinvested in the business after deducting dividends.

Options:

- a) A-I, B-ii, C-iii
- b) A-ii, B-I, C-iii
- c) A-I, B-iii, C-ii
- d) A-ii, B-iii, C-i

ASSERTIVE REASONING MCQs-

Question 1:

Assertion (A): Joint Hindu Family Business cannot raise funds through the issue of shares.

Reasoning ®: Joint Hindu Family Business has a restricted ownership and only family members can be partners.

- A) Both Assertion (A) and Reasoning ® are true, and Reasoning ® is the correct explanation of Assertion (A).
- b) Both Assertion (A) and Reasoning ® are true, but Reasoning ® is not the correct explanation of Assertion (A).
- c) Assertion (A) is true, but Reasoning ® is false.
- d) Assertion (A) is false, but Reasoning ® is true.

Question 2:

Assertion (A): Cost of goods sold is deducted from net sales to calculate gross profit.

Reasoning ®: Gross profit is the difference between net sales and cost of goods sold.

- a) Both Assertion (A) and Reasoning ® are true, and Reasoning ® is the correct explanation of Assertion (A).
- b) Both Assertion (A) and Reasoning ® are true, but Reasoning ® is not the correct explanation of Assertion (A).
- c) Assertion (A) is true, but Reasoning ® is false.
- d) Assertion (A) is false, but Reasoning ® is true.

Question 3:

Assertion (A): Centralization of authority leads to quicker decision-making.

Reasoning ®: Centralization allows for better coordination and control of organizational activities.

- a) Both Assertion (A) and Reasoning ® are true, and Reasoning ® is the correct explanation of Assertion (A).
- b) Both Assertion (A) and Reasoning ® are true, but Reasoning ® is not the correct explanation of Assertion (A).
- c) Assertion (A) is true, but Reasoning ® is false.
- d) Assertion (A) is false, but Reasoning ® is true.

Question 4:

Assertion (A): Motivation is a psychological process that helps to increase employee performance.

Reasoning ®: Motivation involves providing incentives and rewards to employees for their achievements.

- a) Both Assertion (A) and Reasoning ® are true, and Reasoning ® is the correct explanation of Assertion (A).
- b) Both Assertion (A) and Reasoning ® are true, but Reasoning ® is not the correct explanation of Assertion (A).
- c) Assertion (A) is true, but Reasoning ® is false.
- d) Assertion (A) is false, but Reasoning ® is true.

Question 5:

Assertion (A): A market with few sellers and many buyers is known as an oligopoly.

Reasoning ®: In an oligopoly market structure, a few dominant firms have control over the market.

- a) Both Assertion (A) and Reasoning ® are true, and Reasoning ® is the correct explanation of Assertion (A).
- b) Both Assertion (A) and Reasoning ® are true, but Reasoning ® is not the correct explanation of Assertion (A).
- c) Assertion (A) is true, but Reasoning ® is false.
- d) Assertion (A) is false, but Reasoning ® is true.

Question 6:

Assertion (A): Dividend decision is a financing decision taken by the financial manager.

Reasoning ®: Dividend decision involves determining the proportion of earnings distributed to shareholders as dividends.

- A) Both Assertion (A) and Reasoning ® are true, and Reasoning ® is the correct explanation of Assertion (A).
- b) Both Assertion (A) and Reasoning ® are true, but Reasoning ® is not the correct explanation of Assertion (A).
- c) Assertion (A) is true, but Reasoning ® is false.
- d) Assertion (A) is false, but Reasoning ® is true.

Question 7:

Assertion (A): Recruitment is the process of selecting the right candidates for job positions.

Reasoning ®: Recruitment involves attracting and identifying potential applicants.

- a) Both Assertion (A) and Reasoning ® are true, and Reasoning ® is the correct explanation of Assertion (A).
- b) Both Assertion (A) and Reasoning ® are true, but Reasoning ® is not the correct explanation of Assertion (A).
- c) Assertion (A) is true, but Reasoning ® is false.
- d) Assertion (A) is false, but Reasoning ® is true.

Question 8:

Assertion (A): Pricing decisions are influenced by factors such as demand and competition.

Reasoning ®: Pricing decisions primarily depend on the cost of production.

- a) Both Assertion (A) and Reasoning ® are true, and Reasoning ® is the correct explanation of Assertion (A).
- b) Both Assertion (A) and Reasoning ® are true, but Reasoning ® is not the correct explanation of Assertion (A).
- c) Assertion (A) is true, but Reasoning ® is false.
- d) Assertion (A) is false, but Reasoning ® is true.

Question 9:

Assertion (A): Advertising is a form of non-personal communication.

Reasoning ®: Advertising is aimed at reaching a large audience through mass media.

- a) Both Assertion (A) and Reasoning ® are true, and Reasoning ® is the correct explanation of Assertion (A).
- b) Both Assertion (A) and Reasoning ® are true, but Reasoning ® is not the correct explanation of Assertion (A).
- c) Assertion (A) is true, but Reasoning ® is false.
- d) Assertion (A) is false, but Reasoning ® is true.

Question 10:

Assertion (A): Financial statements provide a summary of a company's financial transactions and performance.

Reasoning ®: Financial statements help in assessing the profitability, liquidity, and solvency of a business.

- a) Both Assertion (A) and Reasoning ® are true, and Reasoning ® is the correct explanation of Assertion (A).
- b) Both Assertion (A) and Reasoning ® are true, but Reasoning ® is not the correct explanation of Assertion (A).
- c) Assertion (A) is true, but Reasoning ® is false.
- d) Assertion (A) is false, but Reasoning ® is true.



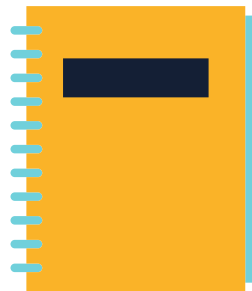
CUET

Business Studies

Sample Paper

Solutions

SET 1



CUET-Practice Paper – 01

ANSWERS

1. Answer: c) Selling Explanation:

Selling is a specific function within the broader concept of marketing. It involves the process of persuading customers to purchase goods or services. However, it is not considered a core function of management, which typically includes planning, organizing, directing, and controlling.

2. Answer: c) Joint stock company Explanation:

In a joint stock company, the ultimate authority lies with the shareholders who are the owners of the company. The company is managed by the board of directors elected by the shareholders.

3. Answer: b) Time series analysis Explanation:

Time series analysis is a quantitative technique used in demand forecasting. It involves analyzing past data to identify patterns and trends. The Delphi method, regression analysis, and moving average method are all qualitative techniques used in demand forecasting.

4. Answer: d) People Explanation:

The components of the marketing mix are product, price, place, and promotion. “People” is not considered a component of the marketing mix. However, it is recognized as an important factor in the service marketing mix.

5. Answer: d) Market dominance Explanation:

Market dominance is not an economic objective of business. Economic objectives of business typically include profit maximization, wealth creation, and customer satisfaction.

6. Answer: c) Production Explanation:

Production is the process of converting inputs (resources, raw materials, etc.) into outputs (goods or services). Outsourcing is the practice of obtaining goods or services from an external source. Feedback is the process of receiving information about the output and making necessary adjustments. Transformation refers to the overall process of converting inputs into outputs.

7. Answer: d) Advertising budget Explanation:

The factors affecting the choice of channels of distribution include the nature of the product, target market, competition, and distribution costs. The advertising budget is more related to promotional decisions.

8. Answer: d) Bank overdraft Explanation:

Bank overdraft is a short-term source of finance. Equity shares, debentures, and retained earnings are long-term sources of finance.

9. Answer: d) Legal entity separate from the owner Explanation:

Sole proprietorship is not a legal entity separate from the owner. It refers to a business owned and operated by a single individual who has unlimited liability.

10. Answer: b) Recruitment Explanation:

Recruitment is a component of human resource management. It involves attracting and selecting qualified candidates for job positions. Sales forecasting, inventory control, and cost accounting are not directly related to human resource management.

11. Answer: c) Cooperative society Explanation:

In a cooperative society, the transferability of shares is limited. Shares in a cooperative society cannot be freely transferred like in a joint stock company.

12. Answer: d) Physical environment Explanation:

The elements of marketing environment include the economic environment, social environment, political environment, and technological environment. The physical environment refers to the natural surroundings and ecological factors.

13. Answer: d) Treasury bills Explanation:

Treasury bills are short-term debt instruments issued by the government. They are part of the money market, not the capital market. Shares, debentures, and mutual funds are types of capital market instruments.

14. Answer: c) Piece-rate system Explanation:

The piece-rate system is a method of payment based on the number of units produced. It is not a method of scientific management. Time and motion study, standardization of work, and differential piece-wage system are methods associated with scientific management.

15. Answer: c) Employee referrals Explanation:

Employee referrals are considered an internal source of recruitment. Internal sources include existing employees, while external sources include job portals, advertisements, campus recruitment, etc. Training and development are not sources of recruitment but methods for developing employees.

16. Answer: c) Human resource management Explanation:

Human resource management is a separate function that focuses on managing and developing the organization's human resources. The functions of financial management include investment decisions, financing decisions, and dividend decisions.

17. Answer: b) Technological factors Explanation:

The business environment consists of various factors, including economic, social, political, and technological factors. Political parties, cultural festivals, and weather conditions are not components of the business environment.

18. Answer: b) Vending machines Explanation:

Vending machines are a method of non-store retailing, where products are sold directly to consumers through automated machines. Supermarkets, shopping malls, and department stores are examples of store retailing.

19. Answer: d) Legal risk Explanation:

The types of business risk include financial risk, operational risk, and environmental risk. Legal risk refers to the risk of legal actions and compliance issues.

20. Answer: b) Duplication of resources Explanation:

The disadvantage of the functional structure of organization is the potential duplication of resources and efforts. Lack of specialization, difficulty in coordination, and difficulty in decision making are challenges associated with the functional structure.

CASE STUDY BASED MCQs

ANSWERS

1. a) Product development
2. a) Primary research
3. b) Divisional structure
4. c) Conduct a demand-based pricing analysis
5. c) Intensive distribution
6. a) Advertising
7. b) Sales techniques training
8. a) Return on investment (ROI)
9. c) Integrity
10. d) Competitor analysis

MATCH THE FOLLOWING TYPE MCQs

ANSWERS

1. b) A-I, B-iii, C-ii
2. c) A-ii, B-I, C-iii
3. a) A-iii, B-ii, C-i
4. a) A-iii, B-ii, C-i
5. c) A-I, B-iii, C-ii
6. d) A-I, B-iii, C-ii
7. a) A-I, B-ii, C-iii
8. b) A-ii, B-I, C-iii
9. a) A-I, B-ii, C-iii
10. c) A-I, B-iii, C-ii

ASSERTIVE REASONING MCQs

ANSWERS

- 1.. c) Assertion (A) is true, but Reasoning ® is false.
2. a) Both Assertion (A) and Reasoning ® are true, and Reasoning ® is the correct explanation of Assertion ((A).
3. a) Both Assertion (A) and Reasoning ® are true, and Reasoning ® is the correct explanation of Assertion (A).
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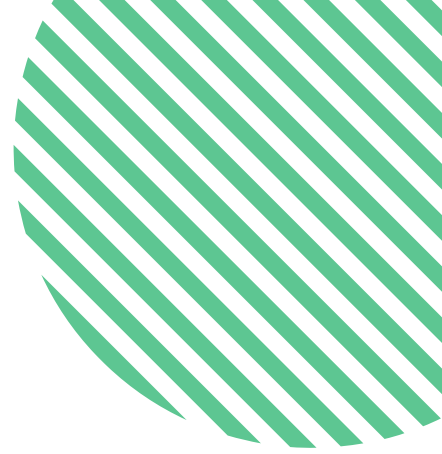
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7. b) Both Assertion (A) and Reasoning ® are true, but Reasoning ® is not the correct explanation of Assertion (A).

8.c) Assertion (A) is true, but Reasoning ® is false.

9. a) Both Assertion (A) and Reasoning ® are true, and Reasoning ® is the correct explanation of Assertion (A).

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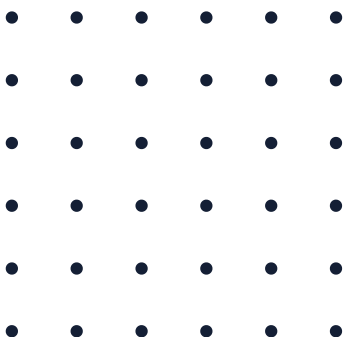
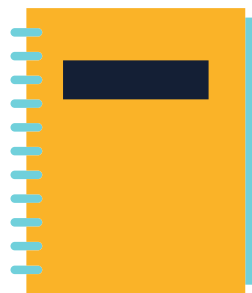


CUET

Business Studies Sample Paper



SET 2



CUET-Practice Paper - 02

**Test Your
Knowledge**

1. Which of the following is an example of primary sector activity?
(a) Banking (b) Manufacturing
(c) Agriculture (d) Retailing
2. What is the process of converting inputs into outputs called?
(a) Planning (b) Organizing
(c) Controlling (d) Production
3. A partnership firm is owned by:
(a) A single person (b) A group of shareholders
(c) The government (d) Two or more persons
4. Who is responsible for formulating business strategies in a company?
(a) Top-level management (b) Middle-level management
(c) Front-line supervisors (d) Non-managerial employees
5. Which of the following is not a function of management?
(a) Controlling (b) Staffing
(c) Leading (d) Forecasting
6. Which type of organization has a separate legal entity from its owners?
(a) Sole proprietorship (b) Partnership
(c) Cooperative society (d) Company

7. Which of the following is an example of fixed capital?
- (a) Raw materials (b) Land and building
(c) Cash in hand (d) Inventory
8. The process of obtaining information about job applicants and selecting the most suitable candidate is called:
- (a) Training (b) Recruitment
(c) Appraisal (d) Orientation
9. Which type of organizational structure follows a strict chain of command from top to bottom?
- (a) Functional structure (b) divisional structure
(c) Matrix structure (d) Hierarchical structure
10. The process of dividing work into smaller tasks and assigning them to individuals is known as:
- (a) decentralization (b) delegation
(c) Centralization (d) division of labor
11. Which of the following is not a financial market?
- (a) Stock market (b) Money market
(c) Commodities market (d) Consumer market
12. The function of organizing in management includes:
- (a) Motivating employees (b) Allocating resources
(c) Setting goals (d) Monitoring performance
13. Which of the following is an example of an intangible asset?
- (a) Machinery (b) Land
(c) Trademark (d) Inventory

14. Which of the following is not a source of short-term finance?

- (a) Bank overdraft
- (b) Trade credit
- (c) debentures
- (d) Factoring

15. Which of the following is not a marketing function?

- (a) Financing
- (b) distribution
- (c) Pricing
- (d) Promotion

16. Which of the following is not a characteristic of perfect competition?

- (a) Many buyers and sellers
- (b) Homogeneous products
- (c) High barriers to entry
- (d) Perfect knowledge

17. The process of converting finished goods into cash is known as:

- (a) Production
- (b) distribution
- (c) Marketing
- (d) Selling

18. Which of the following is an external stakeholder of a company?

- (a) Employees
- (b) Suppliers
- (c) Shareholders
- (d) Managers

19. Which of the following is a non-economic activity?

- (a) Agriculture
- (b) Trade
- (c) Education
- (d) Manufacturing

20. Which type of business environment Refers to factors within the organization's control?

- (a) Micro environment
- (b) Macro environment
- (c) Internal environment
- (d) External environment

21. Which of the following is an example of financial statement analysis?
- (a) Recruitment
 - (b) Budgeting
 - (c) Ratio analysis
 - (d) Market research
22. Which type of advertisement is designed to create brand awareness?
- (a) Informative advertisement
 - (b) Persuasive advertisement
 - (c) Comparative advertisement
 - (d) Reminder advertisement
23. Which of the following is a disadvantage of sole proprietorship?
- (a) Unlimited liability
 - (b) Limited managerial skills
 - (c) Lack of continuity
 - (d) difficulty in raising funds
24. Which of the following is an example of indirect tax?
- (a) Income tax
 - (b) Sales tax
 - (c) Excise duty
 - (d) Property tax
25. The process of evaluating an employee's performance against predetermined standards is called:
- (a) Training
 - (b) Appraisal
 - (c) Recruitment
 - (d) Motivation
26. Which of the following is an example of a financial intermediary?
- (a) Stock exchange
 - (b) Bank
 - (c) Retail store
 - (d) Government agency
27. Which of the following is not a function of the Securities and Exchange Board of India (SEBI)?
- (a) Regulating stock exchanges
 - (b) Protecting the interests of investors
 - (c) Promoting economic growth
 - (d) Enforcing labor laws

28. Which type of communication occurs within an organization and follows a formal structure?

- (a) Informal communication
- (b) Vertical communication
- (c) Grapevine communication
- (d) Horizontal communication

29. Which of the following is a factor affecting the capital structure of a company?

- (a) Market demand
- (b) Employee skills
- (c) Competitor analysis
- (d) Cost of capital

30. Which of the following is not a method of training and development?

- (a) Coaching
- (b) Mentoring
- (c) Budgeting
- (d) On-the-job training

31. Which of the following is an example of e-commerce?

- (a) Opening a retail store
- (b) Sending a letter by post
- (c) Buying products online
- (d) Renting a commercial space

32. Which of the following is a function of the Reserve Bank of India (RBI)?

- (a) Regulating foreign trade
- (b) Conducting monetary policy
- (c) Enforcing labor laws
- (d) Promoting agricultural growth

33. Which of the following is a disadvantage of division of labor?

- (a) Increased productivity
- (b) Monotonous work
- (c) Improved coordination
- (d) Reduced efficiency

34. Which of the following is not a component of the marketing mix?

- (a) Product
- (b) Price
- (c) Promotion
- (d) Profit

35. Which of the following is not a type of leadership style?

- (a) Autocratic
- (b) democratic
- (c) Laissez-faire
- (d) Monopoly

36. Which type of organization is formed to carry out non-profit activities for the benefit of its members?

- (a) Cooperative society
- (b) Partnership firm
- (c) Joint-stock company
- (d) Sole proprietorship

37. Which of the following is an example of external recruitment?

- (a) Promoting an existing employee
- (b) Hiring a retired employee
- (c) Recruiting from outside the organization
- (d) Transferring an employee

38. Which of the following is a component of the business environment?

- (a) Political factors
- (b) Personal factors
- (c) Psychological factors
- (d) Physical factors

39. Which of the following is an example of a capital market instrument?

- (a) Treasury bill
- (b) Bank deposit
- (c) Trade credit
- (d) Commercial paper

40. Which of the following is a component of the Human Resource Management (HRM) process?

- (a) Controlling
- (b) Staffing
- (c) Financing
- (d) Forecasting

41. XYZ Ltd. Is a manufacturing company that produces electronic goods. The company is facing tough competition due to the entry of new players in the market. To sustain its competitive edge, XYZ Ltd. decides to invest in research and development (R&D) activities to improve its product line. Which business strategy is XYZ Ltd. Implementing?

- (a). Product development strategy
- (b). Market penetration strategy
- (c). diversification strategy
- (d). Cost leadership strategy

42. ABC Pvt. Ltd. Is a software development company. The company believes in providing a flexible work environment to its employees and encourages them to work remotely. It has implemented various technologies and tools to facilitate remote work and collaboration. What type of organizational culture is ABC Pvt. Ltd. Promoting?

- (a). Hierarchical culture
- (b). Task-oriented culture
- (c). Innovative culture
- (d). Virtual culture

43. MNO Enterprises is a large retail chain that offers a wide range of products to customers. To improve customer satisfaction and loyalty, MNO Enterprises introduces a loyalty program where customers earn reward points for every purchase made. Customers can redeem these points for future purchases. What marketing strategy is MNO Enterprises using?

- (a). Market segmentation
- (b). Product differentiation
- (c). Relationship marketing
- (d). Mass marketing

44. PQR Ltd. Is a clothing manufacturing company. due to increasing concerns about environmental sustainability, the company decides to adopt eco-friendly practices in its manufacturing process. It sources organic cotton and uses energy-efficient machinery to reduce its carbon footprint. What type of corporate social responsibility (CSR) is PQR Ltd. demonstrating?

- (a). Philanthropic responsibility
- (b). Economic responsibility
- (c). Legal responsibility
- (d). Environmental responsibility

45. LMN Pvt. Ltd. Is a start-up that provides online tutoring services to students. The company offers personalized learning plans, interactive lessons, and one-on-one tutoring sessions. To gain a competitive advantage, LMN Pvt. Ltd. Focuses on continuously improving its technology platform and enhancing user experience. What competitive strategy is LMN Pvt. Ltd. Pursuing?

- (a). differentiation strategy
- (b). Cost leadership strategy
- (c). Focus strategy
- (d). Integration strategy

46. Match the following types of business organizations with their characteristics:

Options:

- (a) Sole Proprietorship
- (b) Partnership
- (c) Joint Stock Company

Characteristics:

1. Limited liability and perpetual existence
2. Ease of formation and decision-making
3. Single ownership and full control

(a) a-1,b-3,c-2

(b)c-3,b-1,a-2

(c) a-3,b-2,c-1

(d)b-1,a-2,c-3

47. Match the following marketing mix elements with their definitions:

Options:

(a)Product

(b)Price

(c)Place

(d) Promotion

definitions:

1. The value exchanged for a product or service
2. Activities involved in getting the product to the customer
3. A set of tangible and intangible attributes that satisfy customer needs
4. Communication techniques used to inform and persuade customers

(a)a-3,b-1,c-2,d-4

(b)c-1b-2,a-4,d-3

(c)d-3,a-2,b-4,c-1

(d)d-1c-3,b-2,a-4

48. Match the following financial terms with their definitions:

Options:

(a)Working capital

(b)Capital structure

(c)Fixed capital



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SOLUTIONS**

49. Match the following functions of management with their descriptions:

Options:

- (a) Planning
- (b) Organizing
- (c) Staffing
- (d) directing

descriptions:

1. determining organizational goals and the means to achieve them
2. Assigning tasks, grouping activities, and allocating resources
3. Acquiring and developing the right people for the organization
4. Guiding and supervising employees to accomplish organizational goals

(a) b-4, a-2, c-1, b-3

(b) d-1, c-2, b-3, a-4

(c) c-1, a-2, d-3, b-4

(d) a-1, b-2, c-3, d-4

50. Match the following types of advertising with their examples:

Options:

- (a) Informative advertising
- (b) Persuasive advertising
- (c) Reminder advertising

Examples:

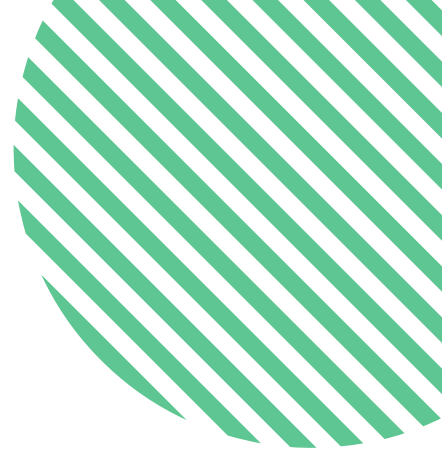
1. Coca-Cola's "Open Happiness" campaign
2. A detergent advertisement highlighting its stain-removing capabilities
3. A car manufacturer reminding customers about its upcoming sale

(a) a-1, b-2, c-3, d-4

(b) c-1, a-2, d-4, b-3

(c) a-3, b-1, c-4, d-2

(d) d-3, c-1, b-2, a-4

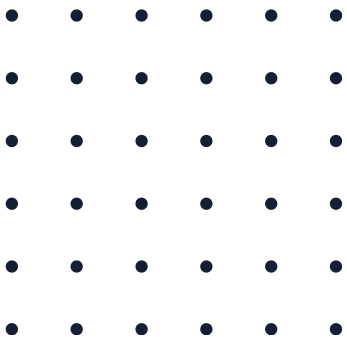


CUET

Business Studies Sample Paper



SET 3



CUET-Practice Paper - 03

**Test Your
Knowledge**

1. The type of organization that is owned and operated by a single individual is:
(a) Partnership (b) Cooperative
(c) Sole proprietorship (d) Joint-stock company
2. An example of an economic activity is:
(a) Cooking a meal at home (b) Gardening as a hobby
(c) Running a grocery store (d) Watching a movie
3. The process of transforming inputs into outputs is called:
(a) Management (b) Planning
(c) Production (d) Controlling
4. The form of business organization that has the benefit of limited liability for its owners is:
(a) Sole proprietorship (b) Partnership
(c) Corporation (d) Cooperative
5. An example of a secondary sector activity is:
(a) Mining (b) Banking
(c) Education (d) Transportation
6. The person responsible for the day-to-day operations of a company is:
(a) Board of Directors (b) CEO (Chief Executive Officer)
(c) Shareholders (d) Customers



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SOLUTIONS**

7. A characteristic of a command economy is:

- (a) Free market competition resources
- (b) Private ownership of resources
- (c) Central planning by the government making
- (d) Individual decision-making

8. The purpose of a mission statement in a company is:

- (a) To define the company's long-term goals
- (b) To outline the company's competitive strategy
- (c) To communicate the company's values and purpose
- (d) To assess the company's financial performance

9. A type of external source of recruitment is:

- (a) Employee referrals
- (b) Internal job postings
- (c) Campus placements
- (d) Employee transfers

10. The function of management that involves setting objectives and determining the course of action to achieve them is:

- (a) Controlling
- (b) Staffing
- (c) Planning
- (d) Leading

11. The type of organizational structure that groups employees based on their specific skills or functions is:

- (a) Divisional structure
- (b) Matrix structure
- (c) Functional structure
- (d) Network structure

12. The term for the money left over after deducting expenses from revenue is:

- a) Profit
- b) Liability
- c) Equity
- d) Asset

13. An example of a financial ratio used to assess a company's liquidity is:

- a) Return on Investment (ROI)
- b) Debt-to-Equity ratio
- c) Current ratio
- d) Earnings per Share (EPS)

14. The type of business environment that refers to factors outside the organization's control, such as economic conditions and government regulations, is:

- a) Micro environment
- b) Macro environment
- c) Internal environment
- d) Competitive environment

15. A characteristic of a perfectly competitive market is:

- a) Few buyers and sellers
- b) Product differentiation
- c) Barriers to entry
- d) Price taker behavior

16. The term for the process of gathering information about job applicants and selecting the most suitable candidate is:

- a) Training
- b) Recruitment
- c) Appraisal
- d) Orientation

17. An example of a non-economic activity is:

- a) Manufacturing goods
- b) Providing services
- c) Volunteer work
- d) Investing in stocks

18. The type of advertising that aims to create awareness and build a positive image of a company or brand is:

- a) Informative advertising
- b) Persuasive advertising
- c) Comparative advertising
- d) Institutional advertising

19. The Term for a situation where a person is authorized to act on behalf of another person or organization is:

- a) Partnership
- b) Agency
- c) Franchise
- d) Merger

20. The type of market research that involves observing and analyzing consumer behavior in natural settings is:

- a) Experimental research
- b) Exploratory research
- c) Observational research
- d) Survey research

21. A characteristic of a good mission statement is:

- a) It is short and concise.
- b) It focuses on specific products or services.
- c) It includes detailed financial projections.
- d) It aligns with the company's values and purpose.

22. A disadvantage of a sole proprietorship is:

- a) Limited liability
- b) Difficulty in raising capital
- c) Shared decision-making
- d) Complex legal formalities

23. The term for the process of converting raw materials into finished goods is:

- a) Distribution
- b) Marketing
- c) Production
- d) Procurement

24. An example of a tangible asset is:

- a) Trademark
- b) Patent
- c) Building
- d) Copyright

25. The type of organizational structure that combines functional and divisional structures is:

- a) Matrix structure
- b) Network structure
- c) Centralized structure
- d) Decentralized structure

26. The term for the process of influencing and motivating individuals to achieve organizational goals is:

- a) Controlling
- b) Staffing
- c) Leading
- d) Planning

27. An example of an intangible asset is:

- a) Inventory
- b) Machinery
- c) Goodwill
- d) Land

28. The term for the process of evaluating and improving employee performance is:

- a) Recruitment
- b) Training
- c) Appraisal
- d) Orientation

29. The type of market structure that is characterized by a few large firms dominating the market is:

- a) Monopoly
- b) Perfect competition
- c) Monopolistic competition
- d) Oligopoly

30. The term for the process of selecting, training, and developing employees for specific positions is:

- a) Human resource planning
- b) Performance appraisal
- c) Employee motivation
- d) Employee development

31. A characteristic of a cooperative organization is:

- a) Limited liability
- b) Profit distribution to shareholders
- c) Voluntary and open membership
- d) Centralized decision-making

32. The type of pricing strategy that involves setting a high initial price for a new product and gradually lowering it over time is:

- a) Market skimming pricing
- b) Penetration pricing
- c) Psychological pricing
- d) Cost-plus pricing

33. The term for the process of identifying and analyzing potential risks that may affect a business is:

- a) Risk assessment
- b) Risk mitigation
- c) Risk management
- d) Risk financing

34. A component of the marketing mix is:

- a) Organizational structure
- b) Production process
- c) Pricing strategy
- d) Financial statements

35. The term for the process of dividing work among employees and coordinating their activities is:

- a) Controlling
- b) Staffing
- c) Organizing
- d) Planning

36. The type of market research that aims to understand why consumers behave the way they do is:

- a) Exploratory research
- b) Descriptive research
- c) Causal research
- d) Experimental research

37. The term for the process of establishing authority relationships and Allocating resources within an organization is:

- a) Planning
- b) Organizing
- c) Leading
- d) Controlling

38. A characteristic of a limited liability company (LLC) is:

- a) Unlimited liability for owners
- b) Separate legal entity
- c) Centralized decision-making
- d) Limited duration

39. The term for the process of attracting potential customers and persuading them to purchase a product or service is:

- a) Distribution
- b) Marketing
- c) Production
- d) Procurement

40. The type of leadership style that involves giving employees the freedom to make their own decisions and take responsibility for their work is:

- a) Autocratic leadership
- b) Democratic leadership
- c) Laissez-faire leadership
- d) Transactional leadership

ASSERTIVE QUESTIONS AND REASONING:

1. Assertion: Planning is considered the first and foremost function of management.

Reasoning: Planning involves setting goals, developing strategies, and determining the course of action to achieve organizational objectives.

2. Assertion: Marketing mix includes product, price, place, and promotion.

Reasoning: Marketing mix refers to the combination of various elements that a company uses to promote and sell its products or services in the market.

3. Assertion: Centralization refers to the concentration of decision-making authority at the top level of management.

Reasoning: Centralization allows for quicker decision-making, uniformity in policies, and better coordination in an organization.

4. Assertion: Social responsibility of business implies the obligation of management to make decisions and take actions that promote the welfare of society.

Reasoning: Social responsibility focuses on the ethical conduct of businesses, including considerations for the environment, employees, and local communities.

5. Assertion: Communication is a two-way process that involves both transmitting and receiving information.

Reasoning: Communication involves not only conveying information but also receiving feedback and understanding from the recipient.

11. Assertion: Franchising is a form of business organization where the franchisor grants the franchisee the right to sell its products or services using its established brand and business model.

Reasoning: Franchising allows businesses to expand rapidly by leveraging the resources and expertise of independent entrepreneurs known as franchisees.

12. Assertion: Cash flow statement helps in assessing the liquidity position of a business.

Reasoning: The cash flow statement provides information about cash inflows and outflows, helping businesses monitor their ability to meet short-term obligations.

13. Assertion: Co-operative societies are formed to provide services to their members, rather than maximizing profits.

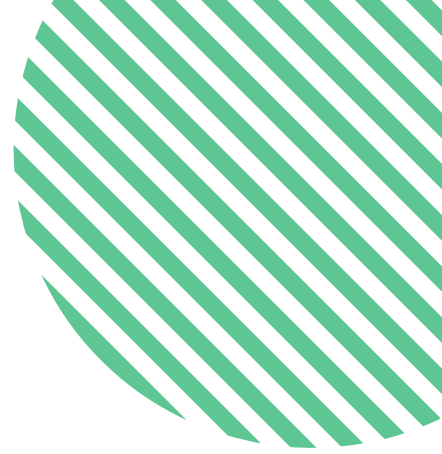
Reasoning: Co-operative societies are based on the principles of mutual assistance and collective decision-making for the benefit of their members.

14. Assertion: Sales promotion techniques are used to stimulate immediate purchase decisions from customers.

Reasoning: Sales promotion activities, such as discounts, coupons, and contests, aim to encourage customers to make a purchase and create a sense of urgency.

15. Assertion: Effective leadership involves inspiring and motivating employees to achieve organizational goals.

Reasoning: Leadership is the ability to influence and guide individuals or groups towards the accomplishment of shared objectives, fostering productivity and employee engagement.

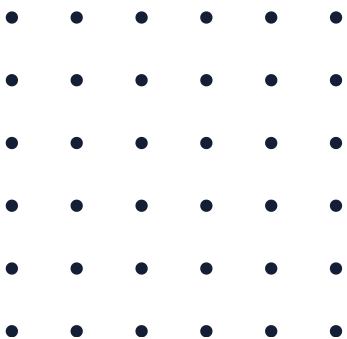
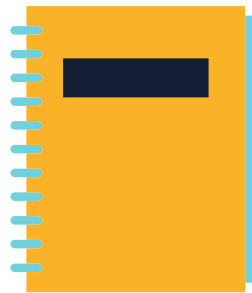


CUET

Business Studies Sample Paper



SET 4



CUET-Practice Paper - 04

**Test Your
Knowledge**

1. An advantage of a partnership is:
 - a) Limited liability
 - b) Ease of formation
 - c) Perpetual existence
 - d) Professional management

2. Which function of management involves assigning tasks and allocating resources?
 - a) Planning
 - b) Organizing
 - c) Staffing
 - d) Controlling

3. The pricing strategy that involves setting prices lower than competitors to gain market share is:
 - a) Penetration pricing
 - b) Skimming pricing
 - c) Cost-plus pricing
 - d) Psychological pricing

4. Which type of organizational structure promotes specialization and efficiency?
 - a) Functional structure
 - b) Divisional structure
 - c) Matrix structure
 - d) Network structure

5. In which stage of the product life cycle sales and profits start to decline?

- a) Introduction
- b) Growth
- c) Maturity
- d) Decline

6. A component of the external business environment is:

- a) Organizational culture
- b) Management style
- c) Economic conditions
- d) Employee motivation

7. What type of communication occurs within the organization among employees at the same level is?

- a) Upward communication
- b) Downward communication
- c) Horizontal communication
- d) External communication

8. The source of recruitment that involves hiring employees who are recommended by current employees is:

- a) Internal recruitment
- b) External recruitment
- c) On-campus recruitment
- d) E-recruitment

9. The market structure where a single seller dominates the market is:

- a) Perfect competition
- b) Monopoly
- c) Oligopoly
- d) Monopolistic competition

10. The motivation theory that suggests individuals are motivated by fulfilling higher-level needs such as self-esteem and self-actualization is:

- a) Maslow's hierarchy of needs
- b) Herzberg's two-factor theory
- c) McClelland's acquired needs theory
- d) Vroom's expectancy theory

11. A qualitative method of demand forecasting is:

- a) Trend projection
- b) Moving average
- c) Delphi method
- d) Regression analysis

12. Which type of budgeting involves preparing budgets for various levels of activities?

- a) Zero-based budgeting
- b) Fixed budgeting
- c) Flexible budgeting
- d) Rolling budgeting

13. The financial statement that shows the financial position of a company at a specific point in time is:

- a) Income statement
- b) Balance sheet
- c) Cash flow statement
- d) Statement of retained earnings

14. The type of advertisement that is designed to create brand awareness and enhance long-term customer relationships is:

- a) Informative advertisement
- b) Persuasive advertisement
- c) Reminder advertisement
- d) Comparative advertisement

15. The pricing strategy that involves setting a high initial price and gradually lowering it over time is:

- a) Penetration pricing
- b) Skimming pricing
- c) Cost-plus pricing
- d) Psychological pricing

16. Choose An example of non-store retailing.

- a) Supermarket
- b) Department store
- c) Online shopping
- d) Discount store

17. The financial institution that provides banking services to individuals and businesses is:

- a) Commercial bank
- b) Investment bank
- c) Development bank
- d) Central bank

18. The form of business organization that has a separate legal entity and limited liability for its owners is:

- a) Sole proprietorship
- b) Partnership
- c) Corporation
- d) Cooperative

19. The function of management that involves setting goals and determining the best course of action is:

- a) Planning
- b) Organizing
- c) Staffing
- d) Controlling

20. A disadvantage of a sole proprietorship is:

- a) Limited liability
- b) Ease of formation
- c) Unlimited liability
- d) Professional management

21. The type of market research that involves collecting data by observing people's behavior is:

- a) Survey research
- b) Experimental research
- c) Observational research
- d) Focus group research

22. A component of the marketing mix is:

- a) Organization
- b) Price
- c) Culture
- d) Staffing

23. Which leadership style involves making decisions without consulting subordinates is:

- a) Autocratic leadership
- b) Democratic leadership
- c) Laissez-faire leadership
- d) Transformational leadership

24. The function of management that involves attracting, selecting, and training employees is:

- a) Planning
- b) Organizing
- c) Staffing
- d) Controlling

25. The method of training that involves on-the-job instruction by an experienced employee is:

- a) Vestibule training
- b) Apprenticeship training
- c) Job rotation
- d) Mentoring

26. A characteristic of perfect competition is:

- a) Many buyers and sellers
- b) Product differentiation
- c) Barriers to entry
- d) Price control by the government

27. Which type of communication occurs between the organization and its external stakeholders is:

- a) Upward communication
- b) Downward communication
- c) Horizontal communication
- d) External communication

28. The source of recruitment that involves hiring employees from outside the organization is:

- a) Internal recruitment
- b) External recruitment
- c) On-campus recruitment
- d) E-recruitment

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 - d) Rolling budgeting

33. The financial statement that shows the financial performance of a company over a specific period of time is:

- a) Income statement
- b) Balance sheet
- c) Cash flow statement
- d) Statement of retained earnings

34. The type of advertisement that aims to persuade customers to take immediate action is:

- a) Informative advertisement
- b) Persuasive advertisement
- c) Reminder advertisement
- d) Comparative advertisement

35. Which pricing strategy involves setting prices based on the costs of production is?

- a) Penetration pricing
- b) Skimming pricing
- c) Cost-plus pricing
- d) Psychological pricing

36. An example of direct marketing is:

- a) Newspaper advertising
- b) Television advertising
- c) Email marketing
- d) Billboards

37. The financial institution that facilitates the buying and selling of securities is:

- a) Commercial bank
- b) Investment bank
- c) Development bank
- d) Central bank

38. The form of business organization that combines the advantages of a corporation and a partnership is:

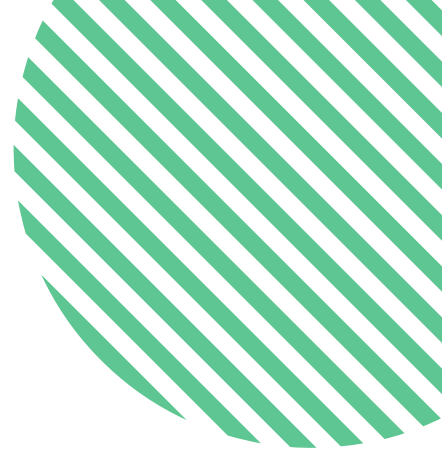
- a) Sole proprietorship
- b) Partnership
- c) Corporation
- d) Limited liability company (LLC)

39. The function of management that involves coordinating and aligning organizational activities is:

- a) Planning
- b) Organizing
- c) Staffing
- d) Controlling

40. Which of the following is a disadvantage of partnership?

- a) Limited liability
- b) Ease of formation
- c) Shared decision-making
- d) Professional management

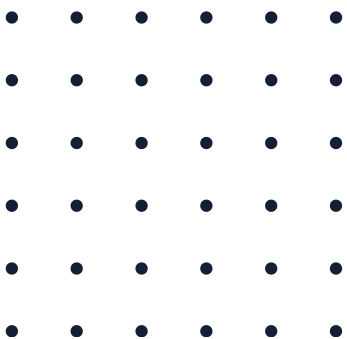
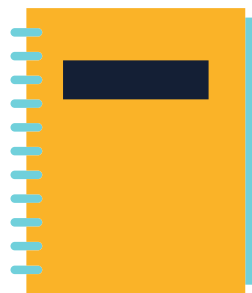


CUET

Business Studies Sample Paper



SET 5



CUET-Practice Paper – 05

**Test Your
Knowledge**

Q.1: Is an entrepreneur born or made?

- (a) Born
- (b) Made
- (c) Either born or made
- (d) All of these

Q.2: Which management objective deals with an organization's commitment to society?

- (a) Personal objectives
- (b) Social objectives
- (c) Organizational objectives
- (d) Economic objectives

Q.3: What is the process called when the selected employee is introduced to other employees and familiarized with the organization's rules and policies?

- (a) Orientation
- (b) Compensation
- (c) Promotion
- (d) Career planning

Q.4: Which market facilitates the channelization of surplus funds into the most productive uses?

- (a) Financial market
- (b) Wholesale market
- (c) Retail market
- (d) None of these

Q.5: What is the function of Marketing that involves informing customers about the firm's products?

- (a) Market analysis
- (b) Standardization
- (c) Promotion
- (d) Grading



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SOLUTIONS**

Q.6: According to scientific management, what technique aims to find the “one best way” to perform a task?

- (a) Time study
- (b) Motion study
- (c) Fatigue study
- (d) Method study

Q.7: What does budgetary control require the preparation of?

- (a) Training schedule
- (b) Budgets
- (c) Network diagram
- (d) Responsibility centers

Q.8: In what way can management be considered?

- (a) As an art
- (b) As a science
- (c) As both an art and a science
- (d) None of the above

Q.9: What is the first step in the staffing process?

- (a) Estimation of manpower requirement
- (b) Recruitment
- (c) Selection
- (d) Performance appraisal

Q.10: What is a set of beliefs that provide standards to guide behavior called?

- (a) Attitude
- (b) Values
- (c) Motivation
- (d) None of these

Q.11: Which statement best describes informal organization?

- (a) All departments in an organization report to a coordinating head
- (b) Network of personal and social relationships that arise as people associate with other people in a work environment
- (c) This structure is intentionally created by managers to achieve organizational goals
- (d) None of the above

Q.12: What does financial management help in?

- (a) Reducing the cost of funds control
- (b) Keeping risks under control
- (c) Achieving effective deployment of funds
- (d) All of the above

Q.13: What does computer education fall under in terms of being marketed?

- (a) Ideas
- (b) Information
- (c) Experience
- (d) Services

Q.14: Which of the following is not a feature of planning?

- (a) Futuristic
- (b) Mental exercise
- (c) Reduces overlapping
- (d) Continuous process

Q.15: In the controlling process, what is the next stage after setting performance standards?

- (a) Measurement of actual performance
- (b) Comparing actual performance with standards
- (c) Analyzing deviations
- (d) Taking corrective action

Q.16: How does a stock exchange contribute to the market?

- (a) Provides liquidity to existing securities growth
- (b) Contributes to economic growth
- (c) Prices securities
- (d) All of the above

Q.17: Abhinav Mehta, Marketing Manager of Roop Cosmetics, is facing the problem of poor sales. Which mode of communication can he adopt to target a large population?

- (a) Newspaper
- (b) Television
- (c) Radio
- (d) All of these

Q.18: Which of the following demonstrates the significance of coordination?

- (a) Increase in size
- (b) Functional differentiation
- (c) Specialization
- (d) All of the above

Q.19: For what duration is long-term financial planning done?

- (a) Zero to one year
- (b) More than one year
- (c) Ten to twenty years
- (d) Twenty to thirty years

Q.20: Which of the following is not an importance of controlling?

- (a) Judging accuracy of standards
- (b) Effective use of resources
- (c) Ensures order and discipline
- (d) Exploitation of resources

Q.21: What type of plan considers the moves of competitors?

- (a) Budget
- (b) Rule
- (c) Strategy
- (d) Method

Q.22: How does an efficient control system contribute to an organization?

- (a) Judges the accuracy of standards
- (b) Boosts employee morale
- (c) Both (a) and (b)
- (d) None of the above

Q.23: Which statement is not true?

- (a) Staffing is a never-ending process.
- (b) Effective staffing ensures the success of the organization.
- (c) HRM is both a line and staff activity.
- (d) Recruitment and staffing are the same thing.

Q.24: What is the function of marketing that involves informing customers about the firm's products?

- (a) Market analysis
- (b) Standardization
- (c) Promotion
- (d) Grading

Q.25: Which of the following is a function of marketing?

- (a) Gathering and analyzing market information
- (b) Marketing planning
- (c) Standardization and grading
- (d) All of the above

Q.26: What is the most critical step in the planning process?

- (a) Implementing the plan
- (b) Developing the plan
- (c) Selecting the best possible course of action
- (d) None of the above

Q.27: What is the process called when the selected employee is introduced to other employees and familiarized with the organization's rules and policies?

- (a) Orientation
- (b) Compensation
- (c) Promotion
- (d) Career planning

Q.28: What does the legal environment of business include?

- (a) Several acts passed by the government
- (b) Court judgments
- (c) Statutory warnings prescribed under the law
- (d) All of the above

Q.29: Mr. Shriram, the manager of W Ltd., explains the operations of a hi-tech machine to a worker. Which element of directing is highlighted in this scenario?

- (a) Motivation
- (b) Leadership
- (c) Communication
- (d) Supervision

Q.30: Which analysis reveals the impact of financial leverage on the profitability of a business?

- (a) EBT-EPS
- (b) EAT-EPS
- (c) EBIT-EPS
- (d) EBIT-EBT

Q.31: Which element is not part of the direction process?

- (a) Motivation
- (b) Communication
- (c) Delegation
- (d) Supervision

Q.32: At which level of management is the CEO positioned in a company?

- (a) All levels of management
- (b) Supervisory level of management
- (c) Middle level of management
- (d) Top level of management

Q.33: Which barrier is related to the personality of the sender and receiver?

- (a) Semantic barrier
- (b) Psychological barrier
- (c) Organizational barrier
- (d) Personal barrier

Q.34: In which market should a company invest if the economy is buoyant?

- (a) Primary market
- (b) Secondary market
- (c) Money market
- (d) Capital market

Q.35: What marks the beginning of the organizational process?

- (a) Assignment of duties
- (b) Establishing reporting relationships
- (c) Identification and division of work
- (d) Departmentalization

Q.36: Who introduced the concept of scientific management?

- (a) Henri Fayol
- (b) Seymour
- (c) Philip Kotler
- (d) F W Taylor

Q.37: Under which wage payment system are wages based on the amount of work done?

- (a) Functional foremanship
- (b) Motion study
- (c) Time study
- (d) Differential piece wage system

Q.38: What qualities should a good leader possess?

- (a) Physical qualities
- (b) Good communication skills
- (c) Motivation skills
- (d) All of the above

Q.39: What does job rotation involve?

- (a) Apprenticeship programs
- (b) Coaching
- (c) Internship training
- (d) Shifting an employee from one job to another

Q.40: If a company wants to introduce a new product, what type of plan should it prepare?

- (a) Objective
- (b) Strategy
- (c) Policy
- (d) None of these

Q.41: What is the principle of scientific management that emphasizes harmony between management and workers?

- (a) Harmony, not discord
- (b) Maximum output
- (c) One best way
- (d) Fair and equal treatment

Q.42: What is the first step in the marketing process?

- (a) Product development
- (b) Market research
- (c) Identifying customer needs
- (d) Setting marketing objectives

Q.43: In the controlling process, what is the next stage after setting performance standards?

- (a) Measurement of actual performance
- (b) Comparing actual performance with standards
- (c) Analyzing deviations
- (d) Taking corrective action

Q.44: For what duration is long-term financial planning done?

- (a) Zero to one year
- (b) More than one year
- (c) Ten to twenty years
- (d) Twenty to thirty years

Q.45: What is the final step in the decision-making process?

- (a) Identifying alternatives
- (b) Evaluating alternatives
- (c) Implementing the decision
- (d) None of the above

Q.46: Which statement best describes informal organization?

- (a) All departments in an organization report to a coordinating head
- (b) Network of personal and social relationships that arise as people associate with other people in a work environment
- (c) This structure is intentionally created by managers to achieve organizational goals
- (d) None of the above

Q.47: What does computer education fall under in terms of being marketed?

- (a) Ideas
- (b) Information
- (c) Experience
- (d) Services

Q.48: Abhinav Mehta, Marketing Manager of Roop Cosmetics, is facing the problem of poor sales.

Which mode of communication can he adopt to target a large population?

- (a) Newspaper
- (b) Television
- (c) Radio
- (d) All of these

Q.49: How can the objective of consumer protection be achieved?

- (a) Self-regulation by business
- (b) Business associations
- (c) Government
- (d) All of the above

50: Why is it uncertain to make statements about the factors of the business environment?

- (a) Because the business environment is simple
- (b) Because the business environment is dynamic
- (c) Because the business environment is certain
- (d) Because the business environment is interrelated



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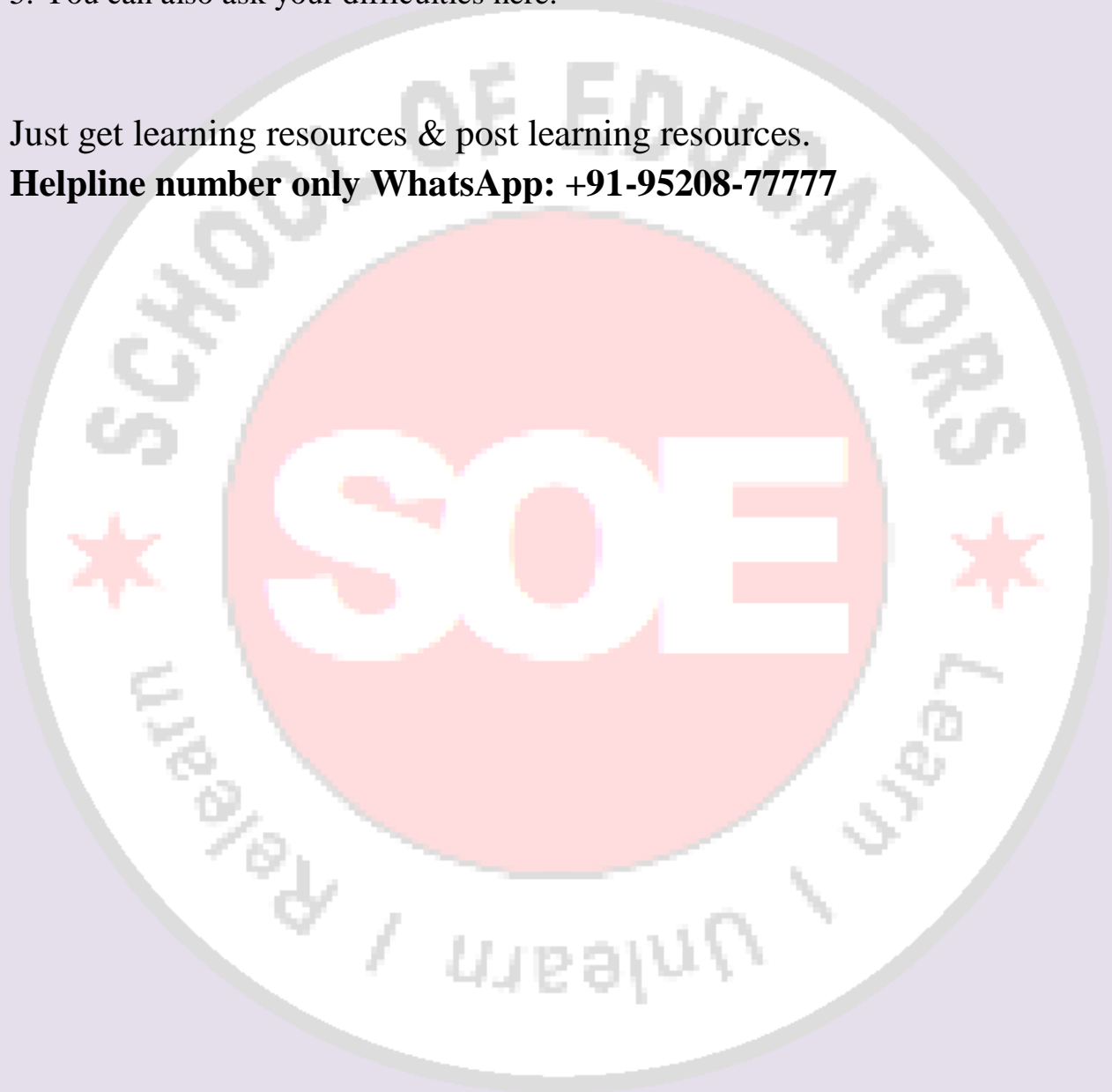
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